

Message Text

UNCLASSIFIED

PAGE 01 YAOUND 03359 121504Z
ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----107928 130911Z /23

R 111630Z JUL 78
FM AMEMBASSY YAOUNDE
TO SECSTATE WASHDC 6011
INFO AMCONSUL DOUALA POUCH

UNCLAS YAOUNDE 3359

E.O. 11652 N/A
TAGS: BEXP, X
SUBJECT: VIABILITY OF SEMINAR MISSIONS

REF: STATE A-2042, 2 JUNE 1978

1. IN FEBRUARY 1978, POST HOSTED USDOC SPONSORED AGRIBUSINESS SEMINAR. SEMINAR WAS GENERALLY WELL RECEIVED BY BOTH CAMEROONIAN OFFICIAL AND COMMERCIAL COMMUNITIES. BASED ON THAT EXPERIENCE WE BELIEVE SEMINARS CAN SERVE WELL AS FOCAL POINT AROUND WHICH TRADE MISSIONS ARE ORGANIZED. EFFECTIVENESS OF ANY PARTICULAR SEMINAR MISSION WILL OF COURSE DEPEND MAINLY ON ITS THEME AND ITS COMPOSITION. FOR CAMEROON, FOLLOWING ITEMS CONTRIBUTE TO SUCCESS OF MISSION: (A) SEMINAR PRESENTATIONS BY MISSION MEMBERS SHOULD BE WELL THOUGHT (B) REASONABLY SOPHISTICATED AND NOT REPEAT NOT A SIMPLE SALES PITCH, (B) WRITTEN PRESENTATION/PROMOTIONAL MATERIALS SHOULD BE TRANSLATED INTO FRENCH AND BE AVAILABLE WELL IN ADVANCE OF MISSION (C) MISSION MEMBERS SHOULD HAVE RELATIVELY WELL-DEFINED MARKETING GOALS AND BE WILLING TO AGGRESSIVELY FOLLOW-UP ON LEADS GENERATED DURING THEIR STAY IN CAMEROON, (D) MEMBERS SHOULD BE PREPARED TO ARRANGE FOR FINANCING IF NEEDED, (E) MEMBERS SHOULD HAVE IF AT ALL POSSIBLE, WORKING KNOWLEDGE OF FRENCH.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Copy: SINGLE
Draft Date: 11 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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Film Number: D780286-1152
Format: TEL
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Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t19780772/aaaacikq.tel
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9e794977-c288-dd11-92da-001cc4696bcc
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Retention: 0
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Review Content Flags:
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Review Exemptions: n/a
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Review Release Date: N/A
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Review Withdrawn Fields: n/a
SAS ID: 2044742
Secure: OPEN
Status: NATIVE
Subject: VIABILITY OF SEMINAR MISSIONS
TAGS: BEXP, CM
To: STATE
Type: TE
vdkgvwkey: odbs://SAS/SAS.dbo.SAS_Docs/9e794977-c288-dd11-92da-001cc4696bcc
Review Markings:
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